1.   A method for accessing data, comprising the steps of;

reading data from a portable data carrier,

parsing a company identifier from said data, and

accessing a web site having a URL associated with said company
        identifier.

2.   The method of claim 1, further comprising the step of;

parsing an item identifier from said data.

3.   The method of claim 2, wherein said web site is also
        associated with said item identifier.

4.   The method of claim 2, further comprising the step of;

accessing a link on said web site associated with said item identifier.

5.   The method of claim 1, further comprising the step of;

displaying data associated with said web site.

6.   The method of claim 1, further comprising the step of;

processing a transaction associated with said web site.

7.   The method of claim 1, wherein said portable data carrier
        comprises a bar code symbol.

8.   The method of claim 7, wherein said bar code symbol is a
        UPC symbol.

9.   The method of claim 7, wherein said bar code symbol is a

2   UCC/EAN 128 symbol.

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10.   The method of claim 1, wherein said portable data carrier

2   comprises an RF tag.

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11.   The method of claim 1, wherein said URL comprises said

2   company identifier.

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12.   The method of claim 11, wherein said company identifier

2   comprises a company prefix.

1   13.   A method of accessing data comprising the steps of;

2   scanning a symbol containing data,

3   calling a URL, and

4   displaying information associated with said URL,

5   wherein at least a portion of said URL comprises at least a portion of

6   said data.

1   14.   The method of claim 13, wherein said symbol comprises a

2   UPC/EAN bar code symbol.

1   15.   The method of claim 13, wherein said symbol comprises a 2D

2   symbol.

1   16.   The method of claim 13, wherein said data comprises a UCC

2   company identifier and a UCC item identifier.

1   17.   The method of claim 16, wherein said URL comprises a UCC

2   company identifier and a UCC item identifier.

18. The method of claim 17, wherein said URL comprises www."company identifier".com/"item identifier", and wherein said "company identifier" comprises a number assigned by the uniform code council and said "item identifier" comprises a number assigned by a manufacturer.

19. The method of claim 13, further comprising the steps of;
calling a web browser, and
entering at least a portion of said data in the URL line of said browser.

20. A method for finding information related to a portable data carrier, comprising the steps of;
reading data from a portable data carrier,
prepending a first character sequence to said data, and
attempting to access a web site having a URL comprising said prepended character sequence and said data.

21. The method of claim 20, further comprising the steps of;
prepending a second character sequence to said data, and
attempting to access a web site having a URL comprising said prepended second character sequence and said data.

22. The method of claim 20, further comprising the steps of;
appending a first domain to said data, and
attempting to access a web site having a URL comprising said prepended character sequence, said data, and said first

5   domain.

23.   The method of claim 22, further comprising the steps of;

appending a second domain to said data, and

attempting to access a web site having a URL comprising said prepended character sequence, said data, and said second domain.

24.   The method of claim 22, wherein said first character sequence and said first domain are automatically selected from among a plurality of character sequences and domains held in computer memory.

25.   A method for processing a query, comprising the steps of;

receiving a query,

parsing a manufacturer's code from said query,

looking up a manufacturer's URL associated with said manufacturer's code in a database of URLs, and

redirecting said query to said manufacturer's URL.

26.   A device for accessing product information, comprising;

a portable data carrier reader,

a microprocessor electrically connected to said portable data carrier reader,

a memory electrically connected to said microprocessor, and

an interface electrically connected to said microprocessor;

wherein said memory contains a plurality of computer readable character sequences for prepending, and

9 computer readable instructions for sequentially prepending said
10 plurality of character sequences to data received through said
11 portable data carrier reader and attempting to connect to
12 URLs corresponding to said character sequences through said
13 interface.

1 27. The device for accessing product information of claim 26,
2 wherein said portable data carrier reader comprises a bar code
3 reader.

1 28. A business method, comprising the step of;
2 registering a URL comprising a UPC company prefix and a domain.

1 29. The business method of claim 28; wherein said URL further
2 comprises a UPC product identifier.

1 30. The business method of claim 28; further comprising putting
2 up a web site corresponding to said URL, and
3 receiving product information inquiries from devices equipped to
4 read the UPC symbols containing said company prefix.